

ALAMEDA GOLF COMMISSION  
MINUTES OF MEETING

Revised 5/24/05

Wednesday, April 20, 2005

1. CALL TO ORDER

Chair Sandré Swanson called the meeting to order at 7:00 p.m. in Room #360, Alameda City Hall, 2263 Santa Clara Avenue.

1-A. Roll Call

Roll call was taken and members present were: Chair Sandré Swanson, Vice Chair Tony Santare, Secretary Betsy Gammell and Commissioner Anthony Corica. Absent: Commissioner Bob Wood. Also present were General Manager Dana Banke and Head Golf Professional Matt Plumlee.

1-B Approval of Minutes - Regular Meeting of March 16, 2005

The Commission approved the minutes unanimously.

1-C Adoption of Agenda

The Commission approved the agenda unanimously.

2. ORAL COMMUNICATIONS

3. AGENDA ITEMS:

3-A Approval of Management Practice for the Chuck Corica Golf Complex GUEST Customer Service Program (Action Item).

The General Manager reported that over the years the customer service at the Golf Complex has faltered. Management has been working on a program to properly train employees and volunteer marshals in proper customer service skills. The GUEST program was developed at a bank that Assistant Golf Professional Jeff Leong previously worked at and management decided to implement and train employees using the formula. The purpose of this management practice is to establish and clarify procedures regarding the Golf Complex GUEST Customer Service Program. It is required that Golf Complex Management establishes a customer service standard that employees and volunteer marshals can use to provide our customers the highest quality golf experience. The Head Golf Professional passed out the Draft Management Practice for the Chuck Corica Golf Complex GUEST Customer Service Program and outlined the program. G – is for greeting the customer. Employees and volunteer marshals will greet all customers with a friendly smile and a hello. U – is for using the customer's name. E – is for making eye contact with the customer. S – is

for sales. Employees and volunteer marshals will promote all ancillary goods, services, and special promotions available. T – is for THANK YOU. Employees and volunteer marshals will let the customers know that we appreciate their business. Employees and volunteer marshals will be energetic and enthusiastic at all times. Employee name badges must be worn at all times. Personal cell phones should be turned “off” during scheduled work shifts. Personal phone calls should be limited to employee breaks, except for emergencies. Golf pro shop, Range pro shop, and volunteer marshals will wear light colored khaki pants and/or shorts, appropriate golf shirts and wind shirts or jackets, preferably of light colors. Carts and Range crew will be allowed to wear blue jeans and/or shorts and “plain” tee shirts and jackets. Clothing should be clean and wrinkle free. No hats, except for those provided to the volunteer marshals. No open toed shoes, tennis shoes are okay. All employees and volunteers shall abide by all City house rules and regulations. The suggestion was made to have pictures of the General Manager and the Golf Commission in the Pro Shop with their names so that customers can identify them. Also suggested was to have the same employee work on Thursdays when the Ladies club plays to make it more personable. The Golf Commission approved the Management Practice for the Chuck Corica Golf Complex GUEST Customer Service Program unanimously.

#### 4. ORAL REPORTS

##### 4-A Golf Shop and Driving Range activities report by Head Golf Professional Matt Plumlee.

The Head Golf Professional reported that he is currently interviewing potential new employees and volunteer marshals. During the interview he is paying special attention to the customer service skills portrayed by the potential employees and volunteers. The new web site, [www.golfinalameda.com](http://www.golfinalameda.com) is up and running and looks good. Many new promotions are in effect currently, they are Kid’s play free with paid adult green fee Monday through Thursday anytime Friday through Sunday and Holidays after 1:00pm. The \$25.00 Late Twilight special includes green fee and cart. The special is available everyday April through October after 4:00pm November through March after 2:00pm. The Early Bird Special is \$47.00 Fridays only and includes green fee, cart fee, range balls, and breakfast or lunch at Legends & Heroes. The Friday special is \$39.00 Fridays only and includes green fee, cart fee, and range balls. The Silver Club Senior Package is \$42.00 for tournament groups only and is available Monday through Thursday, excluding Holidays. The package includes green fee, cart fee, range balls, and breakfast or lunch at Legends & Heroes. The package is \$31.00 without carts. The “Win Giants Tickets” promotion allows customers to enter a drawing to win a pair of Giants baseball tickets with each full price cart rental. Also, discounted range

balls are available every day before 9:00am and after 7:00pm Monday through Friday, excluding Holidays.

- 4-B General Manager Dana Banke's report highlighting maintenance and operational activities for the month at the Golf Complex.

The General Manager reported that the staff at the Golf Complex is working on advertising and promotion programs for the upcoming season. The building of the practice area will enable the Driving Range to stay open later and increase revenues. New benches have been ordered for the golf courses. The benches are made of ironwood, which is very durable for outdoor use.

- 4-D Beautification Program by Mrs. Norma Arnerich.

Mrs. Arnerich reported that a tree ceremony was last weekend for Bob Beretta, a former Men's Club and Commuter's Committee member. Two trees were planted near the #9 green on the Jack Clark Course.

5. COMMISSIONERS' REPORTS

- 5-A Long-Range Planning and Government Liaison, Chair Swanson.

Chair Swanson questioned whether it was in the Complex's best interest to leave the golf courses open when they are in such bad condition due to the wet weather. The General Manager stated that the courses are closed only when the conditions become dangerous for the customer. The fact is that some customers want to play no matter what the conditions are. To avoid customer dissatisfaction the golf course starters need to inform the customer exactly what conditions they can expect. Over the wet season there were a few complaints about the conditions and refunds were given. Chair Swanson also suggested that the Complex look into blocking the first hour of tee times for walk ins, allowing customers without a tee time the ability to play golf at the last minute. The General Manager will look into the logistics of implementing the program.

- 5-B Buildings, Security, Albright Course and Driving Range, Secretary Gammell.

Commissioner Gammell reported that security has been fine over the past month. The new benches on the Mif Albright Course look great and are a nice addition and the repairs to the Driving Range building have begun. The General Manager stated that full club repair would be available at the range by Shawn Shelby. Ken Jones has been hired at the Driving Range to help with hiring range personnel and promoting golf lessons.

5-C Maintenance Status of Golf Complex and Capital Improvements, Vice Chair Santare.

Vice Chair Santare reported that the two major Capital Improvement Projects (CIPs) are currently the Clubhouse project and the Urban Runoff project. Also reported that the golf courses are in good shape with the exception of some dead areas of grass. The weeds have been removed around the water on #14 of the Earl Fry Course and it looks very nice.

5-D Golf Complex Financial Report, Commissioner Corica.

Commissioner Corica reported that total revenue from golf on the three (3) courses was down 51% for the month of March 2005 as compared to March 2004, with play down by 49%. For fiscal year 2004-2005, play is down 16% and revenue from golf is down 10%, as compared to fiscal year 2003-2004. The high number of rain days for the month and fiscal year is a contributing factor. All ancillary services were significantly below their revenue from last March. The Golf Complex showed a loss for the month of \$316,042 for the month and a loss of \$232,697 for the first nine months of fiscal year 2004/2005, down about \$500,000 from the last fiscal year.

5-E New Clubhouse, Complex Entry and General Design and Construction Issues, Commissioner Wood.

The General Manager reviewed that Commissioner Wood has taken the footprint of the Poplar Creek Golf Course and placed it on the Chuck Corica Golf Complex footprint and the design fits very well. The City of Alameda is currently negotiating with the City of San Mateo on a price for the plans. The General Manager also stated that he is working on getting a Project Manager from the Public Works Department as soon as possible. The General Manager met with the Chief Financial Officer for the City of Alameda, Juelle Ann Boyer and Emily Wagner recently. Ms. Wagner is a financial advisor who has put together a number of financing packages for municipal golf courses. The meeting entailed discussions regarding the declining revenue at the Complex. Also scheduled to work on the project is local CPA John Richey who will be putting together projections to see how much debt the Complex can afford. The plan is to present the package to the Golf Commission in a few months and then forward it on to City Council for approval. The suggestion was made to have another joint work session with City Council prior to the approval recommendation. The question was raised concerning the removal of the Fire Training Tower at the entrance of the Golf Complex. The General Manager stated the removal of the building is already being discussed with the Acting City Manager.

5-F Golf Complex Restaurant Report, Legends & Heroes.

None to report.

6. ORAL COMMUNICATIONS, NON AGENDA (Public Comment)

Dave May, the Alameda Golf Club (AGC) liaison stated that he had a letter from the club to the Golf Commission that he read (see attached). Chair Swanson thanked the AGC board and members for the letter and stated that the Golf Commission will respond to the questions in a letter. The suggestion was made that the AGC board and members attend the Golf Commission meetings and receive and read the monthly minutes. Also mentioned was the fact that the AGC has members on a waiting list and it would benefit the Complex if all potential members were allowed in the club to increase play in tournaments. The membership would invite more customers to call the Chuck Corica Golf Complex their home course. The club allows 500 members and has 110 people currently on the waiting list. The perception is that residents of Alameda cannot join the club in a timely manner, yet there are members from out of town in the club.

7. OLD BUSINESS

None to report.

8. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for March 2005 of \$6,438. The year-to-date total is \$113,492 for the fiscal year 2004/2005 to the General Fund.

9. ANNOUNCEMENTS/ADJOURNMENT

The General Manager announced that Jerry Berrow, employee and founder of Junior Golf Resources is currently in a local convalescent home recovering from surgery, our thoughts and prayers go out to him. Also the Alameda Elks Lodge will be celebrating its 100<sup>th</sup> year in 2006 and will be hosting a golf tournament at the Chuck Corica Golf Complex as part of the festivities.

The meeting was adjourned at 8:40 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.